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ABSTRACT

In 1991, a study was conducted by Oakland Community College to evaluate the need for a proposed International Business program. General information was obtained from a literature search, various governmental and public interest agencies involved in international business, and other southeast Michigan community colleges. In addition, a survey was sent to 167 businesses in the greater Detroit area, yielding a 34% response rate. Highlighted findings included the following: (1) the unification of Europe, the growth of capitalism in Eastern Europe and the U.S./Canadian Free Trade Agreement were expected to have long-term positive effects on America's international trade economy; (2) U.S. exports increased by over 76.5% between 1986 and 1989, with Michigan's exports totaling almost $14.9 billion by 1989; (3) the percent of U.S. jobs directly connected to international trade had increased by 13% since 1974; (4) 37.5% of the survey respondents were currently hiring employees in international business, and less than half expected to be hiring in the next 5 years; (5) prior related work experience was the preferred employment credential by 59.4% of respondents, while 40.6% preferred or required a bachelor's degree, and 37.5% preferred or required an associate degree; (6) 63% felt that there was a need for individuals with an associate degree in international business; and (7) over the past 6 years, five community colleges in Michigan had implemented international business programs. Appendixes include a description of the proposed program, international trade data, the survey instrument and responses, and a list of respondents. Contains 10 references. (JSP)

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ED345800

OAKLAND COMMUNITY COLLEGE

INTERNATIONAL BUSINESS PROGRAM NEEDS ASSESSMENT

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Prepared by

The Office of Institutional Planning & Analysis

February 1992

JC 920 280

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EXECUTIVE SUMMARY

- The need for an International Business Program at O.C.C. was assessed by conducting a survey of businesses in the area involved with international business, through a literature search, and lastly by the gathering of information and data from government and public service agencies and several community colleges in the area.

- Several political and economic changes have occurred that should have a long term and positive effect on America's international trade economy. These include that Unification of Europe, the growth of capitalism in Eastern Europe and the U.S./Canadian Free Trade Agreement.

- Exporting has increased dramatically over the past decade. Presently, three-fourths of the market for U.S. goods lies outside the nation's borders. From 1986 to 1989 exports increased over 76.5%. In 1989, Michigan's exports ranked sixth in the nation, totalling almost 14.9 billion dollars.

- The percent of jobs in the U.S. directly connected to international trade has increased 13% since 1974. In Michigan approximately 13.3% (56,000) of all manufacturing jobs and 88,600 non-manufacturing jobs are generated by exporting and trade. The Detroit area ranks fifth in export related employment.

- Of the 34 respondents to the OCC survey, 37.5% are currently hiring employees in international business; however, less than half said they would be hiring in the next five years.

- The majority of surveyed employers (59.4%) indicated that prior work experience was the preferred credential for their employees involved with international business. A BA was preferred or required by 40.6%, while an AA degree in International Business was preferred or required by only 37.5% of the employers.

- Sixty-three percent of survey respondents felt there was a need for individuals with AA Degrees in International Business. In addition, 60% answered that they would be interested in sending employees to OCC for training.

- Over the past six years 5 community colleges in Michigan have started International Business programs and another is presently considering implementing a program this year.

TABLE OF CONTENTS

INTRODUCTION 1
- Program Initiation 1
- Description of Proposed Program 1
- Description of Occupation/Industry 2
- Relation of Proposed Program to College Mission 2

METHODOLOGY 3
- Methods of Data Collection 3
- Methods of Data Analysis 4

ANALYSIS 5
- Literature Review 5
- Employment 6
- Employee Benefits 8
- Career Preparation 9
- Preliminary Cost Estimate 13

CONCLUSIONS 13
- Discussion 13
- Summary 14

OAKLAND COMMUNITY COLLEGE
INTERNATIONAL BUSINESS PROGRAM
NEEDS ASSESSMENT

INTRODUCTION

The purpose of this report is to gather and present information that will help to evaluate the need for an International Business Program at Oakland Community College, Orchard Ridge Campus.

Program Initiation

In May 1991, Michael Crow, Academic Dean (Orchard Ridge), proposed that Oakland Community College assess the need to develop an International Business option within the existing Business Administration program. This effort was prompted by the desire to keep pace with the rapidly changing forces affecting the Detroit area economy and the belief in the importance of infusing a global perspective into the business curriculum.

Description of Proposed Program

The proposed International Business program would expand the present business curriculum so that students might have the option to gain knowledge of international issues that affect the United States economy and business affairs. The program would include major course requirements in international business, to be combined with courses in business administration, liberal arts and a foreign language.

The International Business program would build on the core courses offered in the current Business Administration program. Students would be required to take International Business requirements including: Introduction to International Business, International Economics, and Exporting and Importing. Required supportive courses would cover: Foreign Language study (Business French, German, etc.), Geography, Intercultural Studies, and Comparative Politics. (See Appendix A for a detailed description of the program and the proposed courses).

Description of Occupation/Industry

The term International Business spans many occupational sectors including: banking, manufacturing, exporting, cargo shipping, and others. Nearly any business small or large could potentially expand its capabilities to reach the international market. For this reason no single job description would include the plethora of career paths an individual with an interest in international business could pursue. Areas of employment in this area include: shipping and handling, export documentation, and export services. A few of the common positions an individual entering the field might expect to obtain include:

Freight Forwarder-Responsibilities include handling export shipments for compensation. Provides information and assistance on U. S. export regulations and documentation, shipping methods and foreign import regulations.

Export Broker- An individual or firm that brings together buyers and sellers for a fee but does not take part in actual sales transactions.

Documentation Specialist-Handles and processes export documentation (i.e. Bills of Lading, certificates of origin, etc.).

Freight Agent-Processes export documentation and letters of credit. Must have knowledge of transport rates, means of transport, exchange rates, typing.

As proposed, the International Business Program at Oakland Community College enhances the present business curriculum by adding an international option for students. In the future, OCC might choose to focus program development on a job specific curriculum.

Relation of Proposed Program to College Mission

Oakland Community College has historically maintained an interest in international affairs. For several years, students have been able to choose a concentration within the Liberal Arts Degree of Pre-International Commerce. This option combined courses in several disciplines so that students can develop competencies in occupationally oriented language training, cultural awareness, and business. Students who complete the program could potentially transfer into a number of senior level colleges. Although, the program is still listed in the course book, it is

not functional at this time. The proposed International Business program would expand on the pre-existing program. By developing new courses in international business, economics and trade this option has a better chance of attracting student interest.

The proposed International Business program relates to the College mission in that it would enhance OCC's efforts to prepare students for an ever changing environment. Students will enhance their general knowledge as well as augment their aesthetic and ethical sensibilities so they may link diverse experiences and develop their capacity to successfully complete functional, rigorous, up-to-date career programs (Mission Goal E-General Education).

METHODOLOGY

Methods of Data Collection

The general nature of international business as an occupational field challenged the efforts to assess the need for this program. For instance, neither the *Dictionary of Occupational Titles (D.O.T.)* nor the *Michigan Occupational Information System (MOIS)* has a formal international business classification. Therefore, other methods were employed to examine the outlook for international business and to determine the occupational fields in which there are presently job opportunities. Information was obtained on the outlook of international trade in the nation and in Southeast Michigan from which a degree of need for the OCC program could be inferred. Additional efforts were undertaken to get a precise picture of the potential demand for this program in the OCC service area.

In order to gain background information on the field of international business a literature search was performed. This was followed up with the collection of data and other forms of information from various governmental and public interest agencies involved in international business (see Appendix B).

Southeast Michigan community colleges that offer International Business courses were contacted to determine the extent of their services and to share information about international business opportunities in the area. As a part of this effort, a site visit was performed at Mott Community College, which has recently established an International Business program.

Lastly, a survey questionnaire was sent to 167 businesses in the Greater Detroit Area to determine the need in the international business community for this program. It included four groups of respondents:

1. **Manufacturers** -leading international businesses in Oakland County
2. **Shipping and Handling Services** - custom bonded warehouses, airlines and air freight, export packaging, port facilities, international courier services, foreign freight forwarders
3. **Export Service Firms** - Export sales, consultants, trading and management companies, insurance companies and agents
4. **Financial Service Firms** - accounting, tax and general business consulting services, banking services, legal services.

The list of manufacturers was obtained from two sources. Twelve names were obtained from a list of *Leading International Businesses of Oakland County* included in an OCC Needs Assessment on the ELI/ESL Program completed in 1990. In addition, a representative from the Oakland County Department of Community and Economic Development Office provided a list of eight other manufacturers in Oakland County involved with international trade.

The list of companies included in the other three groups was obtained from the *International Business Services Directory* published by the Michigan Export Development Authority.

Methods of Data Analysis

Of the one hundred sixty-seven businesses surveyed thirty-four (20.0%) responded. Data was analyzed by means of frequency distributions and content analysis of narrative responses.

TABLE 1
Response Rates-International Business Survey

Respondents	# Sent (%Total)	Response #	Response %
Shipping/ Handling	87 (52.1%)	15	17.2%
Manufacturer	18 (10.8%)	2	11.1%
Financial	26 (15.6%)	6	23.1%
Exporters	36 (21.6%)	11	30.6%
Total	167	34	20.4%

ANALYSIS

Literature Review

Critical political and economic changes are presently occurring that will have a long term effect on the American and consequently the Michigan economy:

-The Unification of Europe, set to take place in 1992, creating an economic market larger than the United States.
-The growth of capitalism in Eastern Europe and the Soviet Union
-The 1990 U.S./Canadian Free Trade Agreement

Presently, three-fourths of the market for U.S. goods lies outside the nation's borders. From 1986 to 1989 exports increased over 75% (see Appendix C, Table 1). The percentage of total jobs directly connected to international trade has increased from 7% in 1974 to 20% in 1990, representing 25% of the GNP (King, 1990).

The state of Michigan is a leader in international export. In 1989, Michigan's merchandise exports totaled almost $14.9 billion, ranking sixth in the nation behind California, Texas, New York, Washington and Louisiana (see Appendix C, Table 1). It is listed third in the value of manufactured shipments directly exported from 1983 to 1986 (see Appendix C, Table 2). The Free Trade Agreement with Canada directly affects Michigan's economy, establishing the world's largest free trade zone.

Employment

Current Employment

According to a report put out by the U.S. Department of Commerce in 1990, in 1986 the Detroit area ranked fifth among the nation's metropolitan areas in export related employment with a total of 67,700 employees (see Appendix C, Table 3). The U.S. Census Bureau estimates the total number of export related jobs in Michigan to equal 144,600. Approximately 56,000 of these jobs are in manufacturing. The leading manufactured exports are: transportation, equipment, non-electrical machinery, fabricated metals, and chemicals. Sixty-six percent of the export related jobs are in non-manufacturing industries such as: mining and agriculture, retail-wholesale trade, transport, and business services (see Appendix C, Table 2).

Respondents to the OCC survey reported currently employing a total of 3,801 full-time and 575 part-time employees involved with international business. The majority of respondents reported having between 1-20 employees. However, when asked if currently hiring employees in international business 12 (37.5%) answered affirmatively and 20 (62.5%) said they are not presently hiring. In addition, the estimated number of employees to be hired over the next five years by those surveyed equalled 171.

TABLE 2
Current Hiring Estimates

	SHIP/HANDLING	MANUFACTURER	FINANCIAL	EXPORTERS
YES	5 (36%)	2 (100%)	2 (40%)	3 (27%)
NO	9 (64%)		3 (60%)	8 (73%)

There is a wide variety of occupational positions listed for these employees. The most frequently mentioned positions included: presidents, managers (sales and export operations), sales persons, clerks, and operations/export agents. Due to the heterogeneous nature of the sample population this was to be expected.

Future Employment

Of the 34 respondents, 14 (41.2%) stated that they would be hiring in the next five years. Most of those who are expecting to hire came from the shipping/handling and exporter sectors. All 14 rated international business as a good to excellent field to enter currently. Many sighted the trend toward a global economy for this optimistic outlook of the field. Some comments included:

> "Companies are going global and need the new technology/education. The demand exists now and will grow"
>
> "With U. S. multinational companies being predominant in the next 10 years, Americans with international education will be more attractive hirees"

The number of employees that they would hire over the next five years averaged 12, but the majority expected to hire between 1-5 employees. Expansion was sighted as a high to very high reason for hiring at the present time (64.7%), whereas retirement and replacement were rated as having a low to medium influence on hiring.

Demand For Retraining of Current Employees

When asked if they felt their new employees were adequately prepared for jobs requiring international business expertise, 3.3% of the respondents answered affirmatively compared to 33.3% who felt that employees were sometimes prepared and 63.3% who felt that their employees were usually not prepared.

Over half of the employers surveyed provide on-the-job training that covers information that the OCC program would provide. Of those that responded, 86.7% felt that there is a need to expand their employees knowledge of international business and 60% of the respondents answered that they would be interested in sending employees to OCC for training.

These findings are supported by the Mott Community College International Business needs assessment conducted in the spring of 1991. They found that 55% of businesses said they believe there is a need to expand their or their employees knowledge of international business. Furthermore, they found that 51% would select workshops and seminars as the service they would choose to help initiate or expand their knowledge of international business.

Employee Benefits

Wage and Salary

Employee salaries across respondent types were wide in range. The distribution from the survey was bimodal, with clusters in the low and high salary ranges. The higher salaries were generally linked with executive and managerial level job titles.

TABLE 3
Average Initial Annual Salary Range

Respondent Type	Low Salary Range(Average)	Upper Salary Range(Average)
Shipping/Handling	10,000-100,000 (32,560)	15,900-100,000 (46,442)
Manufacturer	60,000-90,000 (65,000)	70,000-100,000 (92,249)
Financial	13,000-35,000 (28,883)	23,000-100,000 (57,000)
Exporter	14,000-100,000 (42,021)	18,000-100,000 (50,316)

Advancement Opportunities

Advancement in the field of International Business to management, sales, and executive positions was accompanied by an appropriate increase in salary. Of those that responded, over two-thirds reported wages of $50,000 or more.

TABLE 4
Average Advanced Annual Salary Range

Respondent Type	Low Salary Range(Average)	Upper Salary Range(Average)
Shipping/Hand.	20,000-65,000 (52,500)	35,000-75,000 (53,333)
Manufacturer	na na	na na
Financial	30,000-35,000 (32,500)	50,000-60,000 (55,000)
Exporter	40,000-100,000 (79,790)	50,000-100,000 (89,165)

Career Preparation

Level of Training Needed

When asked if they perceived a need for a community college program in International Business 82.8% of the employers surveyed by OCC answered affirmatively. They rated the usefulness of several courses in their type of business. Respondents indicated which courses would be useful in their type of business.

TABLE 6

Course	% Useful
Internat'l Export/Importing	86.2%
Foreign Trade Documentation	70.4%
Intro to Internat'l Business	58.6%
Geography	58.6%
Customs Regulations	55.6%
Internat'l Economics	48.3%
Foreign Language	48.3%
Intercultural Studies	48.3%
Insuring Internat'l Shipments	33.3%

Nineteen (59.4%) respondents indicated that prior work experience, particularly in international business was the most preferred or required credential for their employees involved with international business. Having an Associate's Degree in International Business was preferred or required by only 37.5% of those that responded. A slightly higher percentage, 40.6%, preferred or required a Bachelor's Degree for their employees. The Mott Community College Needs Assessment also found that 47% of the businesses they surveyed do not believe that a position in the organization requiring international business knowledge or skills would best be satisfied by a two-year college degree.

Yet, 63% of those that responded felt that there was a need for individuals with AA degrees in International Business. These findings are reflected by the following comments:

> "On the job training is the best way to learn this biz. However, employees seem to learn quickly and have a better memory if they have some college background"
>
> "Four years of higher education is required to be competitive"
>
> "Very helpful (an educational background in International Business) at our entry level positions"

Foreign language skills were reported to be necessary for employees in 37.9% of the businesses that responded. Those that answered affirmatively rated languages that were used in their business.

TABLE 5
Necessary Foreign Language Skills

Languages	%Reported Necessary
Spanish	71.4
Japanese	66.7
German	64.3
French	57.1
Other: Portuguese, Italian, Chinese, Korean, Arabic	57.1

Adequacy of Currently Available Training

Five Community Colleges in the Southeast Michigan area, over the past four years, have implemented International Business programs or classes. These include:

COMMUNITY COLLEGES

Mott Community College- Started 1990
Offers four International Business courses as options within the business program so that five different business degrees are internationalized. Established International Business data-base. Offers workshops and seminars for businesses in the area, provide consulting services, and offer incentives for faculty interested in acquiring international expertise.

Lake Michigan College- Started 1991
The college proposes creating an environment that will bring a greater global awareness and sensitivity to every student, faculty and staff member through special activities, faculty seminars, acquisition of resources, and globalization of the curriculum.

Lansing Community College- Started 1987
Offers two Associate's degree programs in International Business: International Business and International Administrative Assistant. Study abroad option in Japan and Mexico. 50 students presently in the program. They have granted approximately 25 International Business degrees.

Washtenaw Community College-Needs assessment completed Fall, 1991
An International Business program is presently under consideration.

Macomb Community College-Started 1988
MCC has a non-credit program in International Business and an AA degree program in International Studies. They offer one International Business course annually. Attendance is low, approximately 15 students per term. In 1985, surveyed 500 businesses in the area. Found a lukewarm response to the International Business program. Employers they surveyed were looking for individuals with particular skills or a Bachelor's degree rather than an Associate's degree.

St. Claire Community College-Started 1990
Offers two courses in International Business. Also serves local businesses involved with exporting.

COLLEGES AND UNIVERSITIES

Four-year colleges and universities in Michigan that offer International Business degrees or courses include:

Eastern Michigan University-
Offers Bachelor's degree program in Language and International Trade. It is designed to integrate the study of modern foreign languages and cultures with preparation in the field of international trade and business. They do accept transfer students.
Between 1985 and 1990, 232 students graduated from this program (see Appendix G).

Wayne State University-
Offers one course in International Marketing Management as part of the Marketing program.

St. Mary's College-
Offers several mini-courses in Contemporary World Business, for 1 credit hour each. Can be applied toward degree completion.

University of Michigan-
International Business program offered as concentration in the undergraduate business program in the school of Business Administration.

Michigan State University-
Offers courses in International Marketing as part of the Business program and International Economics (Trade and Finance) as an area of specialization in the Department of Economics.

Central Michigan University-
Bachelor's program in International Relations with a Comparative Politics concentration. College of Business Administration offers a B.A. with a concentration in International Business. Between 1985 and 1990, 8 students graduated from the International Business program.

Ferris State University-
Offers International Business as a major in Business program. Between 1985 and 1990, 61 students graduated with this major.

Western Michigan University-
Offers a 21-hour international business minor as part of the B.B.A. program. Between 1985 and 1990, 3 students graduated with this minor.

Madonna University-
Offers a dual Bachelor's degree in International Business and Economics. The purpose is to provide competency in international trade, finance, and management. They accept transfer students.

Preliminary Cost Estimate

The majority of college International Business programs are funded through the Title IV, part B of the National Defense and Education Act (see Appendix H). Application deadlines are generally scheduled in November with project start-up dates the following September. In Fiscal Year 1991, 57 projects were funded at a total cost of $3,190,500.

CONCLUSIONS

Discussion

In the nation and in Michigan trend data suggests that international trade has become a larger part of the general economy and has created an increasing number of employment opportunities in the field. The majority of the employers surveyed by OCC rated international business a very good field to enter at this time. Yet, the majority of these individuals stated that they would not be hiring any personnel involved with international business over the next five years.

On the other hand, support for the proposed International Business program is favorable. Employers indicated that their current employees could profit from several of the core courses that would be offered by the OCC International Business program. Furthermore, they indicated there was some need for individuals with an Associate's degrees in International Business, although prior experience was rated as more important in hiring decisions.

Implications from both the OCC and the Mott CC needs assessments suggest that there are several options that OCC might consider short of an International Business Program. Respondents offered several suggestions:

> "Offer seminars to business in southeast Michigan to expand their knowledge and understanding of international markets."

> "Allow guest speaker from forwarding (freight, airline, etc.) industry to talk during appropriate classes."

The Mott CC needs assessment also indicated that current employee retraining in workshops and seminars held interest for employers. There was strong support for internationalizing the business program in general indicated by the following remarks:

> "It is about time colleges recognize this need for international (business)."

> "We are moving to a global economy. Americans in general are not prepared for this in any way."

> "We need to have "all" Americans thinking international."

Summary

Based on this assessment, the need for an International Business program is unclear. The findings provide both affirmative and negative evidence that there are job opportunities for individuals with college backgrounds in International Business. There is an apparent trend among community colleges in Michigan to add an international component to their business programs. Several community colleges have initiated programs over the past six years. The proposed OCC International Business program would support efforts of the academic community to globalize business curriculums.

APPENDIX A

INTERNATIONAL BUSINESS PROGRAM DESCRIPTION

PROGRAM DESCRIPTION

The international business program will expand the present business curriculum so that students may have the option to gain knowledge of international issues that effect the United States economy and business affairs. The program will include major course requirements in international business, to be combined with courses in business administration, liberal arts and a foreign language.

The proposed international business program would include:

-Core course requirements(Business Administration)

-Major requirements
- Introduction to International Business
- International Economics
- Exporting/Importing

-Required Supportive Courses
- Foreign Language: Business French, German, etc.
- Geography
- Intercultural Studies
- Comparative Politics

Course Descriptions:

IB101-Introduction to International Business
Overview of international business: organizational, social, cultural, and economic variables that create change in the international market place. Includes exchange rates, resource allocation, import quotes, export controls, balance of payments, and free-trade versus protectionism.

IB202-Introduction to International Economics

This course examines the inter-relationship between the U.S. economy and the rest of the world. It covers from both a historical and a theoretical perspective the balance of payments, exchange rate systems, the effects of international economics on domestic, monetary and fiscal policy, the impact of restrictions on trade like tariffs and quotas, and the development of international trade organizations.

IB666-Export/Import Operations
Covers all aspects of exporting and importing including current trade and tariff agreements, documentation, monetary exchange, and marketing. Materials will focus on the major overseas trade markets: Canada, Mexico, Central and Eastern Europe, and the Pacific Basin area.

APPENDIX B

PROFESSIONAL ORGANIZATIONS

APPENDIX B

PROFESSIONAL ORGANIZATIONS

Bureau of Labor Statistics***
Chicago, Illnois
(312)353-1880

City of Detroit Community & Economic Development Dept.
150 Michigan Ave.
Detroit, MI 49226
(313)224-3880
Contact: Dale Saunders

County of Oakland Economic Development Dept.***
1200 N. Telegraph Rd.
Pontiac, MI 48226
(313)858-0726
Contact: Jeffrey Kaczmarek, Manager

Department of Agriculture
World Trade Services Division
(517)373-7230
Contact: Bill Schuette

Detroit Economic Growth Corp.
First National Bldg.
Detroit, MI 48226
(313)963-2940
Contact: John Carroll

Detroit International Business Forum
(313)567-5031
Contact: Dean Person

Detroit/Wayne County Port Authority
200 Renaissance Center, Ste 650
Detroit, MI 48243
(313)259-8077
Contact: James Kellow, Executive Director

International Services
AACJC
One Dupont Circle, NW Suite 410
Washington, D.C., 20036
(202)728-0215

United States Department of Commerce***
Office of Trade and Information Analysis
Washington, D.C.
(202)377-2403
Contact:John Jelacic
George Mehl-Trade by State
(202)377-5097

United States Department of Commerce
Foreign Trade, Director's Office
(517)226-3650
Contact: Ed Christie

United States Department of Education
Office of Postsecondary Education
Center for international Education
Washington, D.C. 20202-5332
(202)708-7283
Contact: Suzanna Easton, Title VIB Officer
(202)708-8764

United States Department of Labor ***
Bureau of Labor Statistics
North Central Region V
230 South Dearborn St., 9th Floor
Chicago, Illinois 60604
312-353-1880

***Helpful organizations

APPENDIX C

INTERNATIONAL TRADE DATA

MICHIGAN
MERCHANDISE TRADE DATA
1986–1989

(Millions of U.S. dollars)	*1986*	*1987*	*1988*	*1989*	*% Change 1986–89*	*% Change 1988–89*
U.S. (Total)						
Exports (f.a.s)	206,376	252,866	322,426	364,350	76.5	13.0
Imports (customs)	369,961	405,901	440,952	472,926	27.8	7.3
U.S. to Canada						
Exports (f.a.s)	45,333	59,814	71,622	78,588	73.4	9.7
Imports (customs)	68,253	71,085	81,398	88,210	29.2	8.4

(Millions of U.S. dollars)	*1986*	*1987*	*1988*	*1989*	*% Change 1986–89*	*% Change 1988–89*
Michigan (Total)						
Exports (f.a.s)	N/A	12,968	13,907	14,881	-	7.0
Imports (customs)	N/A	28,115	33,250	N/A	-	-
Michigan to Canada						
Exports	8,200	8,072	12,398	13,749	67.7	10.9
Imports	17,516	16,639	20,369	20,869	19.1	2.5
Michigan to Ontario						
Exports	7,920	7,858	11,958	13,256	67.4	10.9
Imports	15,137	14,937	17,929	18,283	20.8	2.0
Michigan to Quebec						
Exports	184	97	180	200	8.8	11.5
Imports	1,636	1,059	1,714	1,846	12.9	7.7

Source: Highlights of U.S. Export and Import Trade, U.S. Dept. of Commerce and Statistics Canada

@ Michigan to Canada, Ontario and Quebec data converted using an annual average according to the Federal Reserve System $1 U.S. = $1.39 Canadian - 1986; $1.33 Canadian - 1987; $1.23 Canadian - 1988 and $1.18 Canadian - 1989.

- In 1989, Michigan's merchandise exports totaled almost $14.9 billion -- approximately 4% of total U.S. exports. In 1989, Michigan's exports ranked sixth in the nation behind California, Texas, New York, Washington and Louisiana. In 1988, the most recent year imports were recorded, Michigan's imports exceeded its exports by almost $20 billion.

- Export trade between Michigan and its most important trading partner, Canada, reached $13.7 billion in 1989. Currently, approximately 90% of Michigan's total exports are shipped to Canada. In 1989, Michigan imported $20.9 billion in merchandise from Canada.

- The Provinces of Ontario and Quebec together comprise 98% of Michigan's total exports to Canada. In 1989, Michigan exported $13.5 billion in goods to both Ontario and Quebec. Ontario and Quebec comprised 96% of Michigan's total imports from Canada. In 1989, Michigan imported over $20.1 billion in goods from Canada's two largest provinces, Ontario and Quebec. The primary goods traded between Michigan, Ontario and Quebec were transportation equipment.

MICHIGAN

EXPORTS OF MANUFACTURED PRODUCTS

1976-1986

(Millions of dollars)	1976	1980	1981	1983	1984	1985	1986	Percent Change 1976-86	Percent Change 1983-86
State Ranking	2nd	6th	5th	3rd	3rd	3rd	3rd	-	-
Value of Shipments of Direct Exports (Total)	6,888.1	8,816.9	10,275.0	10,070.3	10,588.4	10,534.7	10,878.0	57.9	8.0
Employment Related to Direct Exports (000's)	73.9	75.6	74.4	55.9	56.2	55.2	56.2	-24.0	0.5
Leading Manufacturing Sectors, Value of Shipments									
Transportation equipment	3,586.3	4,561.5	5,625.4	6,234.2	6,400.0	6,426.9	6,353.1	77.1	1.9
Non-electrical machinery	1,011.6	1,681.1	1,831.6	1,153.8	1,192.5	1,099.0	1,235.3	22.1	7.1
Fabricated metals	478.1	701.2	N/A	772.5	843.4	715.9	772.2	61.5	0.0
Chemicals	N/A	517.2	576.9	552.1	658.7	702.5	735.1	N/A	33.1
Leading Manuf. Sectors, Export-related Employ. (000's)									
Transportation equipment	32	32.9	32.3	25.6	26.4	26.4	26.1	-18.4	2.0
Non-electrical machinery	13.2	16.2	15.4	10.2	9.2	8.2	8.5	-35.6	-16.7
Fabricated metals	7.3	8.5	N/A	6.6	6.5	5.5	5.6	-23.3	-15.2
Chemicals	N/A	3.7	3.0	2.8	3.3	3.6	3.6	N/A	28.6
Non-manuf., Employment Related to Manuf. Exports (000's)									
Trade	14.0	23.1	22.6	22.0	24.9	26.1	26.3	87.9	19.5
Business Services	17.8	17.0	26.3	9.4	10.7	12.2	13.4	-24.7	42.6
Transportation, Communication & Utilities	13.4	15.6	12.5	12.5	13.9	15.1	16.1	20.1	28.8
Other (Mining & Ag.)	19.5	23.2	14.7	24.4	26.5	30.2	32.8	68.2	34.4

Source: Annual Survey of Manufactures: Origin of Exports and the Annual Survey of Manufactures and Exports from Manufacturing Establishments, U.S. Dept. of Commerce, Bureau of the Census

PLEASE NOTE: The decrease between 1981 and 1983 in non-manufacturing employment related to manufactured exports is due to a change in methodology by the U.S. Bureau of the Census. Data was unavailable for 1982. All exports are F.O.B.

- Michigan ranked third in the value of manufactured shipments directly exported from 1983 to 1986. In 1986, Michigan's exports of manufactured products totaled almost $10.9 billion.

- The number of people employed directly in export-related manufacturing declined 24% between 1976 and 1986. In 1986, jobs related to exported manufactures totaled over 56,000.

- Within Michigan's manufacturing industry, the leading sectors were transportation equipment, non-electrical machinery, fabricated metals and chemicals. Michigan's largest export sector, transportation equipment, had export shipments in 1986 valued over $6.3 billion. In 1986, the non-electrical machinery sector had export shipments valued at over $1.2 billion. Of the leading manufacturing sectors, the largest number of jobs related to exports were generated from the transportation equipment sector (26,100). Over a ten-year period, export-related employment in transportation equipment had decreased by 18.4%.

- Other industries supporting manufacturing-related exports included trade, business services, transportation, communications and utilities as well as mining and agriculture. Mining and agriculture were the leading non-manufacturing industries employing close to 33,000 people in 1986 in export-related activity. Wholesale and retail trade were the second leading non-manufacturing industries generating over 26,000 jobs from export-related activities.

TABLE IV-1
ESTIMATES OF 1986 EXPORTS AND EXPORT-RELATED EMPLOYMENT
IN 49 MAJOR U.S. METROPOLITAN AREAS

METROPOLITAN AREA	EXPORT-RELATED EMPLOYMENT (THOUSANDS OF JOBS)	VALUE OF EXPORT RELATED MANUFACTURES (MILLIONS OF DOLLARS)
ALBANY-SCHENECTADY-TROY, NY	6.2	$700
ATLANTA, GA	17.2	$2,342
BALTIMORE, MD	17.3	$2,255
BIRMINGHAM, AL	5.7	$798
BOSTON-LAWRENCE-SALEM LOWELL-BROCKTON, MA	64.8	$6,494
BUFFALO-NIAGARA FALLS, NY	13.6	$1,690
CHARLOTTE-GASTONIA-ROCK HILL, NC, SC	14.2	$1,858
CHICAGO-GARY-LAKE CO., IL, IN, WI	98.3	$12,074
CINCINNATI, OH, IN, KY	22.1	$3,103
CLEVELAND-AKRON-LORAIN CO., OH	43.5	$5,262
DALLAS-FT. WORTH, TX	47.7	$5,547
DAYTON-SPRINGFIELD, OH	14.2	$1,849
DENVER-BOULDER, CO	21.2	$1,590
DETROIT-ANN ARBOR, MI	67.7	$9,185
GREENVILLE-SPARTANBURG, SC	11.3	$1,313
GREENSBORO-WINSTON-SALEM-HIGH POINT NC	14.7	$1,846
HARTFORD-NEW BRITAIN-MIDDLETOWN BRISTOL, CN	21.9	$2,239
HOUSTON-GALVESTON-BRAZORIA, TX	26.8	$5,654
INDIANAPOLIS, IN	12.6	$1,702
JACKSONVILLE, FL	3.1	$438
LITTLE ROCK, AK	3.3	$417
KANSAS CITY, MO, KN	13.4	$1,777
LOS ANGELES-ANAHEIM-RIVERSIDE, CA	167.6	$18,312
LOUISVILLE, KY, IN	15.7	$1,395
MIAMI-FT. LAUDERDALE, FL	12.5	$1,374
MILWAUKEE-RACINE, WI	25.2	$2,800
MINNEAPOLIS-ST. PAUL, MN, WI	39.4	$4,069
NEW HAVEN-WATERBURY-MERIDEN, CT	11.6	$1,151
NEW ORLEANS, LA	3.9	$1,391
NEW YORK CITY-N. NEW JERSEY-LONG ISLAND-CONNECTICUT	158.6	$15,196
OKLAHOMA CITY, OK	5.9	$674
PHILADELPHIA-WILMINGTON-TRENTON PA, N.J., DE, MD	59.5	$6,142
PHOENIX, AZ	24.2	$2,632
PITTSBURGH-BEAVER VALLEY, PA	21.8	$2,124
PORTLAND-VANCOUVER, OR, WA	19.1	$2,019
ROCHESTER, N.Y.	21.4	$2,368
SACRAMENTO, CA	3.6	$427
SALT LAKE CITY-OGDEN, UT	9.3	$1,013
SAN ANTONIO, TX	4.0	$561
SAN DIEGO, CA	19.9	$2,029
SAN FRANCISCO-OAKLAND-SAN JOSE, CA	81.5	$8,503
ST. LOUIS, MO, IL	26.9	$3,547
SEATTLE-TACOMA, WA	42.0	$8,704
SPRINGFIELD, MA	7.3	$849
TAMPA-ST PETERSBURG-CLEARWATER, FL	10.1	$1,098
TULSA, OK	7.7	$752

1986

MICHIGAN ORIGIN OF EXPORT-RELATED MANUFACTURES & EMPLOYMENT

- Michigan's industries had nearly $18.1 billion in sales of export-related manufactures in 1986, an increase of some $1.5 billion over the 1984 export levels. Almost $10.9 billion was in direct export sales, while another $7.2 billion was in sales of manufactures to other industries nationwide, which incorporated them into their own exports (indirect export sales). This performance ranked Michigan fourth among all states and the District of Columbia in the value of export-related manufactures sold.

- Over 40 percent of Michigan's manufactured exports came from the state's transportation equipment industry, the largest individual state exporting industry in the nation. Four other Michigan industries each sold over $1 billion to export-related demand, with the fabricated metal products and the nonelectric machinery industries' exports each topping $2 billion.

- Six Michigan industries ranked among the top five industries of their categories nationwide in terms of dollar export volume. Three of those industries -- apparel products, fabricated metal products, and transportation equipment -- ranked first.

- Export-related manufactures accounted for 12.9 percent of Michigan's total manufactured goods production, ranking the state 20th among all 50 states and the District of Columbia in this measure of total (direct and indirect) export intensity. Five Michigan industries were ranked among the top ten industries of their respective categories in terms of export intensity, with the apparel products and the large fabricated metal products industries ranked first.

- Sales of export-related manufactures provided an estimated 125,300 Michigan manufacturing workers with employment in 1986, an increase of 7,600 jobs from 1984 levels. This gave Michigan the fifth largest export-related state work force in the nation. Over 40 percent of these jobs were located in the transportation equipment and the fabricated metal products industries.

- Approximately 13.3 percent of Michigan's manufacturing jobs were generated by its direct and indirect exports, roughly 2 out of every 15 jobs. Ten state industries had at least 10 percent of their respective work forces employed in producing either direct exports or other industries' export components. Roughly one out of every five jobs in the chemicals, primary metal products, fabricated metal products, and electric and electronic equipment industries were export sustained.

- In addition, an estimated 88,600 workers in such non-manufacturing industries as transportation, communications, wholesale and retail trade, and services owed their jobs to Michigan's output of export-related manufactures. This represents a 12,500 jobs increase over the 1984 number of jobs in nonmanufacturing industries supported by manufactured exports.

APPENDIX D

SURVEY PACKET

October 2, 1991

4~
1~
2~

Dear 5~:

The Office of Institutional Planning and Analysis at Oakland Community College is currently assessing the need for a proposed International Business program. For your consideration, a brief description of the program has been included for your review.

At this stage in the assessment process we need to ascertain current and future employment opportunities in the international business field. As a potential employer you can provide us with the insight that is needed to further develop this program.

Please take five minutes to complete the enclosed questionnaire and return it to us within seven days in the self-addressed, postage paid envelope which is provided. Your comments will help Oakland Community College in making decisions with regard to the establishment of this program. If you should have any questions, please feel free to contact me at (313) 471-7746. Thank you.

Sincerely,

Martin A. Orlowski, Director
Office of Institutional Planning and Analysis

MAO/es
Enclosure

OAKLAND COMMUNITY COLLEGE
INTERNATIONAL BUSINESS PROGRAM DESCRIPTION

The international business program will expand the present business curriculum so that students have the option to gain knowledge of international issues that effect the United States economy and business affairs. The program will include major course requirements including: Introduction to International Business, International Economics, and Export/Import Operations. These courses will examine social, cultural, and economic variables that create change in the international market place. Specific topics to be covered include: exchange rates, resource allocation, import quotes, export controls, balance of payments, and free-trade versus protectionism.

Students will also be required to complete course-work in one foreign language, geography, comparative politics and intercultural studies.

OAKLAND COMMUNITY COLLEGE
INTERNATIONAL BUSINESS
NEEDS ASSESSMENT SURVEY

INSTRUCTIONS: Please respond to each of the following questions based on your knowledge of the current and future employment need in *International Business*. The information you provide will help OCC determine whether there is a need for an *International Business* program in Southeast Michigan. When you have completed the survey, place it in the pre-addressed, postage-paid envelope and mail. All responses will be kept confidential. Thank you for helping OCC.

1. How many employees does your company currently employ that are involved with international business?

   Full-time_____
   Part-time_____

2. What positions in your company do these employees hold?

   Job Title

   _____
   _____
   _____
   _____

3. Do you hire individuals with educational backgrounds in international business?

   ___Yes
   ___No

4. Are you currently hiring in the international business area?

   ____Yes
   ____No (If no, please skip to question #8)

5. How would you rate the following reasons for hiring new employees with international business expertise within the next five years:

	low				high
Expansion of company	1	2	3	4	5
Retirement of current employees	1	2	3	4	5
Employee replacement	1	2	3	4	5

6 How many employees do you expect to hire in this area over the next five years?

   _____employees

7a. How would you rate international business as a field to enter currently?

___Excellent
___Very Good
___Good
___Fair
___Poor

7b. Please explain: _____
_____

8a. Is there a need for individuals with international business backgrounds (with Associates Degrees)?

___Yes
___No

8b. Please explain why or why not:_____
_____

9. What is the annual salary range in your company for individuals in the international business area?

Job Titles	Salary Range
_____	$_____ to $_____
_____	$_____ to $_____
_____	$_____ to $_____
_____	$_____ to $_____

10. What related advancement opportunities are available to individuals with international business expertise within your organization? Please give examples:

Job Titles	Salary Range
_____	$_____ to $_____
_____	$_____ to $_____
_____	$_____ to $_____
_____	$_____ to $_____

11. Do you feel that new, non-experienced personnel you hire are adequately prepared for jobs requiring international business expertise?

___ Adequately prepared
___ Sometimes prepared
___ Usually not prepared

12. What credentials are preferred or required by your company for employees involved with international business?

____ No prior related work experience or education
____ Prior related work experience
____ Prior work experience in international business
____ Associate's Degree in International Business
____ Bachelor's Degree
____ Other, please explain:_____
_____

13a. Do you need to provide on-the-job training that covers information that the OCC program will provide?

_____Yes
_____No

13b. If yes, would you send your employees to OCC for training?

___ Yes
___ No

14. Do you believe that there is a need to expand your employees knowledge of international business?

___Yes
___No

15. Do you perceive a need for a Community College International Business program?

___Yes
___No

16. Are foreign language skills necessary for your employees?

___Yes
___No (If no, skip to #17)

If yes, in what languages:
___Japanese
___French
___German
___Spanish
___Other:_____

17a. What college courses would be useful in your type of business operation?

___Introduction to International Business
___International Economics
___International Exporting/Importing
___Foreign Language Courses
___Intercultural Studies
___Geography
___Other:_____
_____
_____

17b. What courses in specific occupational areas?
___Foreign Trade Documentation
___Customs Regulations
___Insuring International Shipments
___Other(please specify)_____
_____

18. Would your company be interested in offering student internship (non-paid) positions for students in the OCC International Business Program?

___Yes
___No

19. In what other specific ways might Oakland Community College help your company strengthen its international business capability?

_____
_____
_____
_____
_____

In case we have follow-up questions after reviewing your responses, please provide your name and phone number where you can be contacted during regular office hours.

Name:_____ Phone#_____

Name of Company:_____

Address:_____

_____

Additional comments:_____

_____

_____

_____

_____

_____

_____

_____

_____

Thank you for helping Oakland Community College determine the further of its program offerings. If you should have any questions with regard to this program, please feel free to contact the Office of Planning & Analysis at (313) 471-7746.

APPENDIX E

SURVEY NARRATIVES

INTERNATIONAL BUSINESS QUESTION NARRATIVE

Question #2: What positions in your company do these employees hold?

001
Manager
Engineer
Clerk
Treasurer

003
International Manager
Lead Operations Agents
Operations Agents
Sales Personnel that deal with both domestic and international

004
Vice President International Operations
Manager-Export Operations

005
Managers- Sales, Operations, Actg.
Sales Persons- Supervisors, Data Processing
Clerical -Maintenance

006
Our business is strictly int'l thus wide range of titles from CEO to clerk.

007
Customer Service- (rates, bookings)
Operations-(dispatch-logistics)
Sales

008
Sales Mgr., Sales Representative
Customer Service Rep., Equipment
Control Coordinator

009
District Sales Manager
Passenger Sales Representative
Field Support Representative

010
Custom Service Agents, Customer Service Reps.
Cargo Sales Asst., Cargo Sales Rep, District Cargo Mgr.

012
Release Clerks, Entry Analysts, Post Entry Analysts,
Handling air, ocean, truck, rail, barge and post office imports
Air and ocean export agents handling Transportation services and export documentation
Special Projects Personnel handling tariff classification, data input, etc.

013
Various staff positions from Vice President to Department Managers. Field locations in Europe, Pacific, Latin American to support Airline Operation Includes both U.S. citizens and Local nationals at all levels.

014
District Manager (Customs Broker), Traffic Coordinator, Release Clerks

200
Strategic Planning(few), Marketing (moderate number), Human Resources (few), Technical (manufacturing) (engineering) (many), Finance/Accounting (few)

201
Positions in all functional areas of business and engineering.

300
We do have one CPA in our tax department who does international tax but this is only one facet of her job. It is not strictly international business.

302
Clerks to Executive V.P.

304
Managerial Positions, Technical Positions, Clerical Positions

305
Int'l Tax Partners, Int'l Tax Mangers, International Trade and customs principles , Directors, Managers, Staff and Others

400
Chairman, Vice Chairman, President

401
President(F.T.), Quotations and Forwarding(F.T.), Accountant and Computer Spec.(P.T.)

402
President, President's Executive Secretary, Secretary/Treasure/Gofer, Professional Travel Agent

403
Production Controller, Import/Export Controllers, Buyers, Price Controller, Engineers

INTERNATIONAL BUSINESS QUESTION NARRATIVE

Question #19: In what other specific ways might Oakland Community College help you company strengthen its international business capability?

004
Allow guest speaker from forwarding industry to talk during appropriate class.

007
Hire teachers in the field! Have speakers come into your classrooms in the different areas of transportation. Teach them time management and handling of paperwork flow! Phone skills important too. Also, distribution & intermodlism

010
With the changes in 1992 will bring things in several different directions until business may lead

304
Offer seminars to businesses in southeast Michigan to expand their knowledge and understanding of international markets

400
Not applicable because our particular business is a not for profit activity that consists of a skeleton organization until we are awarded an overseas contract. At that time we draw from our role of associates that work on that specific project.

408
Have listing of students available who are in the program at OCC. Listing to be sent to interested business companies.

410
Get practical experience in the class room with the academic.

INTERNATIONAL BUSINESS QUESTIONNAIRE NARRATIVES

Question #17b: What courses in specific occupational areas?

001
Packaging and handling export shipments.

003
Detail info on how to prepare bills of landing for air, ocean, truck. Liabilities of carrier/shipper (haz. material).

005
International transportation air/ocean.

007
These are only helpful if you go to work for a freight forwarder or customs broker.

013
Tax, currency

201
Finance accounting materials management, operations, etc.

304
International finance.

305
Tariff and trade law, GATT info.

400
Cast accounting, administration/management.

401
B. Lading (ocean), B. Lading (inland), airway bill, invoicing, quoting, export declaration, Q.C. certification, technical specs., Schedule "B", etc., etc., very important!

405
banking

406
Currency exchange

410
Finance, law, marketing.

INTERNATIONAL BUSINESS QUESTION NARRATIVE

Question #17a: What college courses would be useful in your type of business operation?

001
International shipping and packaging methods and types

007
Distribution-from manufacturer to consumer
Intermodlism-rail and truck
Time Management-P'work flow
Communication-Skills-telephone, letter writing, speaking

010
Currency conversion
Load and balance

401
Small business
International Marketing

402
We are appalled at the insensitivity and lack of knowledge of some --(too many)-- of our travelers about the places and people they are visiting.

405
Traffic management

410
International marketing
International management

INTERNATIONAL BUSINESS QUESTIONNAIRE NARRATIVES

Question #16: Are foreign language skills necessary for your employees?

005
Portuguese

006
Italian, French

009
Italian

012
Chinese. If they progress to positions that require interaction with foreign speaking personnel or travel/relocation to a foreign country , a person who possesses foreign language skills would obviously be advantageous. However, the focus on a particular country changes with opportunities that exist for the individual and trade patterns at the time the employee is participating in foreign programs.

013
All of the above, plus Russian, Swedish, Chinese.

200
Korean, Portuguese

405
Any Arabic and Chinese

410
Any language is important and a plus.

INTERNATIONAL BUSINESS QUESTIONNAIRE NARRATIVES

Question #12: What credentials are preferred or required by your company for employees involved with international business?

009
Travel industry experience

012
Depends on the individuals commitment and ability to learn the principles of our business, interact with clients, and, yet, perform the day to day "grunt" work required. Problem solving and service mindedness are extremely important.

013
MBA international business or finance

301
As a law firm, our hiring needs would be filled by law school graduates rather than undergraduate degree holders.

302
Masters if possible

305
Typically US customs government work experience

402
Except for the travel agent, who needs those skills, our new employees learn by doing--as we did! Not the ideal.

I think the degree would be more marketable for bachelor's credentials.

302
Sensitivity to international terminology.

304
Very helpful when starting at our entry level positions

305
Probably yes, but these individuals need to combine international skills with other traditional areas.

400
Needed to assist in international business proposal and in the headquarters staff activities on going international contract.

402
We are moving to a global economy. Americans in general are not prepared for this, in any way.

403
At this time we do not have any openings for someone with an associates degree in international business.

404
We are engaged in international business.

405
Need more education.

407
the expertise needed in industry today in specific to particular types of business and products exported.

408
Technical training plus business exposure a must to function.

409
Specialized experience is lacking (shortage exists) in various areas.

410
As above. Need to have "all" Americans thinking international.

INTERNATIONAL BUSINESS QUESTION NARRATIVE

Question #8b: Is there a need for individuals with international business backgrounds (with Associates Degrees?

001
Will train on the job

002
Only customer is Ford Motor Co.

003
We need operations personnel with a full background of international expertise. Letter of credit, sight drafts, consular work, how to deal with customers, etc.

004
We prepare international paperwork only.

005
There is a decided lack of people with any international expertise.

006
There is a need for aggressive people who want to work.

007
On the job training is best way to learn this biz. However, potential employees seem to learn quicker and have a better memory of they have some college background.

009
Experience in the travel industry is more important for positions in our office.

010
Perhaps in sales

012
Education is obviously a great enhancement. However, our business requires an apprenticeship of a couple of years to learn the real business. The pay is not often attractive to a graduate and many are not willing to a "pay their dues" and are anxious to break into the big money.

013
4 year of higher required to be competitive.

015
Not absolutely necessary but useful.

300

407
There are new opportunities in Eastern Europe. However, this is specialized.
409
Trend toward global economy will continue to expand, including significant growth opportunities for smaller companies.

410
With U.S. multinational companies being predominant in the next 10 years, Americans with International education will be more attractive hirees. And better prepared. Therefore more successful.

INTERNATIONAL BUSINESS QUESTION NARRATIVE

Question #7b: How would you rate international business as a field to enter currently ?

004
New markets will be opening very soon.

005
Global competition requires Intl expertise to survive.

007
Many areas to get into-steamship lines, steamship agents, freight forwarders, customs brokers, railroads, trucking co.'s. Always a job opening somewhere!! Challenging, always learning new things due to daily changes in market conditions, foreign policies, wars- once you're in this field, you don't want to get out-very exciting.

008
Expanding global marketing and supplier base.

011
East Europe- Russia

012
International trade touches every aspect of our daily lives. More and more manufacturers is being sourced(?) in foreign countries. Almost any company you will work for will be involved in import and/or export.

013
American Airlines International operations have grown 130% in last 10 years outlook for continued rapid growth for next decade anticipated.

015
It's cyclical. It goes up and down.

200
Companies are going global and need this new technology/ education. The demand exist now and will grow.

304
Larger market in the U.S.A.

305
You need to define what you mean by International Business.

405
Very Competitive Market.

404
Vice President, General Manager

405
President, V.P. Markets, VP Export Sales, Export Manager, Asst. Export Manager, Traffic Manager, Credit Manager

406
Sales Manager, Purchasing, President, Consultant

407
Vice President

408
Office Manager

409
Various International Sales and related administrative support

410
Account Executive
International Trainee

015
Clerks, Managers

INTERNATIONAL BUSINESS QUESTIONNAIRE NARRATIVES

Additional comments

005
It would be appropriate if necessary to contact our Human Resource Director, Dan Harvey, for any additional details.

007
Hire teachers in the field! have speakers come into your classrooms in the different area of transportation. Teach them time management and handling of paperwork flow! Phone skills important too. Also, distribution and intermodlism. My answers specifically relate to my business-Ocean Freight Transportation.

301
I encourage your efforts since international training and skills would be increasingly important.

404
C. Itoh & Co. (America) Inc. is wholly owned by C. Itoh & Co. Ltd. in Japan, which is one of the japanese trading companies. Please consider the above when you analyze this survey.

408
Invite international business experts to your classes to present to the student-specific topics. This technique to augment the formal instruction of the course.

410
It is about time, colleges recognize this need for international. Try to leave the academic ego's out the international classes. Success is not the grade but how well students do after graduation. 1,5,10,30 years, not one semester.

Martin, the survey requested I respond within 7 days. That time has passed, but I feel so strong that I completed-for what it is worth. My move to Chicago and Int'l travel delayed my response. If I was still in Detroit I would offer to teach. Currently am a guest speaker at Northern IL. U. Mat Course when chapter on Int'l comes up. Really surprised how little the students know about Int'l.
The Key will be you Intro. to Int'l Business. This will either turn on or off the students.
Having plans to retire early and teach Int'l Business, Have spent a lot of time thinking and planning.
Experience is Japanese, German, British and French "kids" are 5 years ahead of Americans.
Hope this helps. Thanks for asking my opinion.

APPENDIX F

SURVEY RESPONDENT LIST

Appendix F
Businesses Surveyed

* Indicates willingness to hire an OCC graduate as an intern

Alitalia Cargo System
3000 Town Center, Suite 1650
Southfield, MI 48075
(313)353-6520

American Airlines, Inc.
Detroit Metropolitan Airport
Detroit, MI 48242
(313)942-2127
W. G. Patrick, Manager, Freight Sales

American Yazaki Corp. *
6700 Haggerty Rd
Canton, MI 48187
981-2200

Arthur Andersen & Co.
400 Renaissance Center, Ste 2500
Detroit, MI 48243
568-9100
Edward Massura, Partner

British Airways
29265 Airport Dr.
Romulus, MI 48174
(313)946-9221
Ronald Randolph, Cargo Account Executive

C. Itoh & Co., Inc.
30500 Northwestern Hwy.
Farmington Hills, MI 48018
855-1290

Cast North America (Agencies) Ltd.
17199 N. Laurel Park Dr.
Ste 321
Livonia, MI 48152-2679
462-4900
James R. Lhamon, Regional Manager

Corrigan Air And Sea Cargo Systems *
6170 Middlebelt Rd.
Romulus, MI 48174
728-4000
Peter Paolini, Operations Supervisor

Daniel F. Young, Inc. *
2855 Coolidge
Troy, MI 48084
643-6200

Dickinson, Wright, Moon, Van Dusen & Freeman
800 First National Bldg.
Detroit, MI 48226
223-3500
John A. Krsul, Jr., Partner

Emery Freight Corporation *
33801 Goddard
Romulus, MI 48174
942-0775

Eximaco, Inc. *
6480 Yale Rd., Ste 4
Westland, MI 48185
728-2411
Carlos Gonzales, President

F.X. Coughlin Co. *
27050 Wick Rd.
Taylor, MI 48180
(313)946-5850
Robert Robertson, Director

F.W. Myers & Co., Inc. *
660 Plaza Dr., Suite 2020
Detroit, MI 48226
963-4047
Richard Rocco, Vice President

First of America-Detroit, N.A. *
International Division
645 Griswold St.
Detroit, MI 48226
965-0679
Wayne W. Laurence, Vice President

Frank B. Hall & Co. of Michigan, Inc. *
200 Renaissance Center, Suite 3200
Detroit, MI 48243
259-0200
Girard W. Grater, Regional Vice President

Hagop-Lloyd (America) Ltd. *
1441 E. Maple Rd.
Troy, MI 48084
524-2190

Industrial Woodfab and Packaging Co.
18620 Fort St.
Riverview, MI 48192
284-4808

International Management Services *
6 Parklane Blvd., Ste 420
Dearborn, MI 48126-2402
336-6910

Landex Trading Co.
P.O. Box 36798
Grosse Pointe Farms, MI 48236
881-9367
Robert G. Gall, Jr., Owner

Manufacturers National Bank of Detroit
International Division
100 Renaissnace Center, 12th Floor
Detroit, MI 48243
222-4584
Charles A. Viane, Vice President

Nissan Trading Corp *
3000 Town Center, Ste 1200
Southfield MI 48075
352-6810

Overseas Advisory Associates, Inc.
3000 Book Bld.
Detroit, MI 48226
(313)963-6903

Pak-Rite Industries, Inc.
4270 High St.
Ecorse, MI 48229
388-6400

Plante & Moran
27400 Northwestern Hwy.
P.O. Box 307
Southfield, MI 48037
352-2500

R. Robb International Associates, Inc. *
8230 Goldie St.
Walled Lake, MI 48088-1298
363-6888
Mr. R. Robb

Sedgwick James & Co.
3001 Big Beaver Rd., Ste 700
Troy, MI 48084
649-2100
Michael J. Rastigue III, Vice President

Siemens Automotive Corp. *
2400 Executive Hills
Auburn Hills, MI 48321
253-1000

Timely Air Freight, Inc. *
28745 Wick Rd.
Romulus, MI 48174
946-8310
Dennis Speck, Vice President

Touche Ross & Co.
200 Renaissance Center, 16th Floor
Detroit, MI 48243-9987
396-3000

Trans-Border Customs Service *
1546 Penobscot Bldg.
Detroit, MI 48226
962-3200

International Trade Administration
Trade Statistics
Cass and Michigan
Detroit, MI
(313)226-3560

Michigan Department of Commerce
P.O. Box 30004
Lansing MI 48909
(517)373-4600
Contact: Gene Ruff***
Michigan International Office
525 W. Ottawa
P.O. Box 30225
Lansing, MI 48909
(517)373-6390
Also: Donna Davis, Business Research (517)373-4600

Michigan Department of Education
Voc-Technical Education Service
Michigan Occupational Information System
608 W. Allegan, P.O. Box 30009
Lansing, MI 48909
(517)335-0353
Contact: Michelle Moore, Resource Program Analyst
(517)373-3320

Michigan Employment Security Commission
(313)876-5000 or (313)876-5439
Contact: Ed Laska

Michigan Technology Council***
2005 Baits Drive
Ann Arbor, Mi 48109
(313)763-9757
Contact: Gae Miller
Provides list of member organizations.

NASBITE(National Association of Small Business
(202)833-8230

United States Department of Commerce
International Trade Administration
McNamara Bldg., Room 1140
477 Michigan Ave.
Detroit, MI 48226

Trans Trade Inc. *
19855 W. Outer Dr., Ste 108E
Dearborn, MI 48124

U. S. Exchange
18100 Mack Ave.
Grosse Pointe, MI 48224
884-7570

APPENDIX G

INTERNATIONAL BUSINESS GRADUATES:
1985-1990
UNIVERSITIES ONLY

INTERNATIONAL BUSINESS 060901 & 080703										
INSTITUTION	1985-86 ENR'L	GRADS	1986-87 ENR'L	GRADS	1987-88 ENR'L	GRADS	1988-1989 ENR'L	GRADS	1989-90 ENR'L	GRADS
TWO YEAR: Not available from MDE										
SUBTOTAL										
FOUR YEAR:										
Central Michigan University		2		2		0		2		2
Eastern Michigan University		44		44		66		45		33
Ferris State University		12		12		15		14		8
Oakland University		0		0		0		0		0
Western Michigan University		1		1		0		1		0
SUBTOTA	0	57	0	57	0	81	0	60	0	41
TOTAL	0	57	0	57	0	81	0	60	0	41

Provided by the Michigan Department of Education

APPENDIX H

TITLE VI, PART B OF THE NATIONAL DEFENSE AND EDUCATION ACT

(20 U.S.C. 1127) Enacted November 8, 1965, P.L. 89-329, sec. 607, 79 Stat. 1265; amended October 3, 1980, P.L. 96-374, sec. 601, 94 Stat. 1467.

PART B—BUSINESS AND INTERNATIONAL EDUCATION PROGRAMS

612

FINDINGS AND PURPOSES

SEC. ~~611~~. (a) The Congress finds that—

(1) the future economic welfare of the United States will depend substantially on increasing international skills in the business community and creating an awareness among the American public of the internationalization of our economy;

(2) concerted efforts are necessary to engage business schools, language and area study programs, public and private sector organizations, and United States business in a mutually productive relationship which benefits the Nation's future economic interests;

(3) few linkages presently exist between the manpower and information needs of United States business and the international education, language training and research capacities of institutions of higher education in the United States, and public and private organizations; and

(4) organizations such as world trade councils, world trade clubs, chambers of commerce and State departments of commerce are not adequately used to link universities and business for joint venture exploration and program development.

(b) It is the purpose of this part—

(1) to enhance the broad objective of this Act by increasing and promoting the Nation's capacity for international understanding and economic enterprise through the provision of suitable international education and training for business personnel in various stages of professional development; and

(2) to promote institutional and noninstitutional educational and training activities that will contribute to the ability of United States business to prosper in an international economy.

(20 U.S.C. 1130) Enacted October 3, 1980, P.L. 96-374, sec. 601, 94 Stat. 1467.

613

EDUCATION AND TRAINING PROGRAMS

SEC. ~~612~~. (a) The Secretary shall make grants to, and enter into contracts with, institutions of higher education to pay the Federal share of the cost of programs designed to promote linkages between such institutions and the American business community engaged in international economic activity. Each program assisted under this part shall both enhance the international academic programs of institutions of higher education and provide appropriate services to the business community which will expand its capacity to engage in commerce abroad.

(b) Eligible activities to be conducted by institutions of higher education under this section shall include, but are not limited to—

(1) innovation and improvement in international education curricula to serve the needs of the business community, including development of new programs for nontraditional, mid-career, or part-time students;

(2) development of programs to inform the public of increasing international economic interdependence and the role of American business within the international economic system;

(3) internationalization of curricula at the junior and community college level, and at undergraduate and graduate schools of business;

(4) development of area studies programs and interdisciplinary international programs;

(5) establishment of export education programs through cooperative arrangements with regional and world trade centers and councils, and with bilateral and multilateral trade associations;

(6) research for and development of specialized teaching materials, including language materials, and facilities appropriate to business-oriented students;

(7) establishment of student and faculty fellowships and internships for training and education in international business activities;

(8) development of opportunities for junior business and other professional school faculty to acquire or strengthen international skills and perspectives;

(9) development of research programs on issues of common interest to institutions of higher education and private sector organizations and associations engaged in or promoting international economic activity;

(10) the establishment of internships overseas to enable foreign language students to develop their foreign language skills and knowledge of foreign cultures and societies.

(c) No grant may be made and no contract may be entered into under the provisions of this part unless an institution of higher education submits an application at such time and in such manner as the Secretary may reasonably require. Each such application shall be accompanied by a copy of the agreement entered into by the institution of higher education with a business enterprise, trade organization or association engaged in international economic activity, or a combination or consortium of such enterprises, organizations or associations, for the purpose of establishing, developing, improving or expanding activities eligible for assistance under subsection (b) of this section. Each such application shall contain assurances that the institution of higher education will use the assistance provided under this part to supplement and not to supplant activities conducted by institutions of higher education described in subsection (b).

(d) The Federal share under this part for each fiscal year shall not exceed 50 per centum of the cost of such program.

(20 U.S.C. 1130a) Enacted October 3, 1980, P.L. 96-374, sec. 601, 94 Stat. 1468.

AUTHORIZATION OF APPROPRIATIONS

SEC. 614. There are authorized to be appropriated to carry out this part $5,000,000 for fiscal year 1987, and such sums as may be necessary for the 4 succeeding fiscal years.

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